

Curriculum Vitae



Summary Statement

I am a person oriented in **innovation** and the **creation of business opportunities** with a **sustainable** approach. Due to my varied background and expertise, I may be catalogued as a cultural and business "polyglot." My strength is leadership, my speciality is **design thinking**. I love connecting dots.

Personal information

First name / Surname(s)

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Work experience

Employer

IED (Istituto Europeo di Design) www.iedbarcelona.es/es/

Dates

June 2010 -Present

Occupation

Junior Professor for Design Management Master Course 2010.

Accomplishments

Accomplish innovation services and products for projects developed for Caixa Catalunya, Caixa Manresa, Deutsche bank, HP, FABlab, Infonomía (Co-society)

Business sector

Educational sector.

Employer

Grup Idea www.grupidea.com

Dates

Feb. 2010-Present

Occupation

Collaborator in creation of IDEA Lab.

Accomplishments

Focused on Implementing design thinking to use as a innovation tool in retail, architecture and the financial sector. Worked on developing several projects specialized in retail, with clients such as Tiffany & Co, Plusfresc, Surkana, etc.

Business sector

Retail & financial sector.

Employer

Green Living Projects www.greenlivingprojects.com

Dates

Feb. 2010- Present

Occupation

Eco-building and Urban Garden Collaborator

Accomplishments

Developed a communication & marketing plan for a building with zero energy cost and the future implementation of urban Gardens in Barcelona. Amplified the company's visibility contacting them with the IED (Istituto Europeo di Design).

Business sector

Sustainability- construction

ALFAGRES S.A. Sept.2001 – Dec. 2008 www.alfa.com.co

Dates

January 2004 – December 2008

Occupation

Project manager

Accomplishments

Directed Interdisciplinary work groups such as designers, contractors and suppliers. Aided in the design, management, building and remodeling of 17,000 mt2 showrooms, not exceeding 1200 mt2. Managed budgets of \$ 500,000 U.S. approx. per year and oversaw construction work and adjusted to short time-schedules. Overall was in charge of a total budget of approximately U.S. \$ 7 million. Managed groups of 20-30 people including graphic designers, industrial designers, contractors, buyers, suppliers and planners. Reported directly to the company's CO.

Business sector

- Projects – Construction and supplies.

Dates

June 2002 – January 2004

Occupation

Exhibition Director

Accomplishments

Achieved the standardization of 60 showroom displays nationwide, summarizing close to 30.000 different references previously in each individual store. Involved in three product launches, in design as well as management (2003 - 2004 to 2005) and was responsible for the setup of events nationwide. Also designed and managed the installation of several national and international construction trade fairs. And lastly participated in developing our corporative image.

Dates

September 2001 – June 2002

Occupation

Architect Designer - Sales

Accomplishments

Manage the store's inventory, cash, personnel and enforcing quotas, among others. Also grew familiar with the properties of each material offered by the company and their numerous combinations.

Business sector	-Sales- Construction supplies.
Employer	Juan Montoya Design Corporation, New York, NY, USA; www.juanmontoyadesign.com
Dates	January – June 2000
Occupation	Architect designer
Accomplishments	Developed a vast knowledge-base by accessing suppliers & materials pertaining to furniture, lighting, art, textiles, and accessories from the best companies in each field. Also being involved in the management and communication of these high profile, residential customers.
Business sector	Interior Design
Employer	Peña, Posada & Partners architects
Dates	January 1998 – December 1999
Occupation	Construction control.
Accomplishments	Ensured the quality control of the construction processes, including personnel and labor cuts, to ensure respective payments to contractors.
Business sector	Construction
Education	
Dates	2009
Institution	Istituto Europeo di Design (IED), Barcelona, Spain www.ied.edu/Courses/Barcelona/
Degree	Master in Design Management
Course Description	Intended to provide creative thinkers with tools to develop ideas into innovations creating business opportunities. Includes courses in Marketing, Project Management, Strategy and Design Management, among others. Works developed for Volkswagen, Autelic - HP, Loxanet, Barcelona 22@.
Dates	2008
Institution	Edime PID www.edime.edu.co
Degree	Integrated Program Management PID. Preparation program for to become a senior managers focused in youth executives.
Dates	1996 - 2001
Institution	Pontificia Universidad Javeriana www.javeriana.edu.co
Course	Architect with 4.4/5 career grade average.
Skills	
Languages	Spanish as mother tongue, Fluent in English, Learning Catalan.
Hand Drawing	Sketching, Rendering, drafting and technical sketches
Graphics	Knowledgeable in different print processes.
Metal work & wood work	Familiarized regarding exhibition furniture production.
Construction	Knowledgeable in different sustainable construction systems.
Final works in construction	Vast technical knowledge of materials, their physical characteristics, ways to install them and their maintenance.
Computer skills	Microsoft Word / Excel / Power Point AutoCAD, Photoshop/ Illustrator
Other Courses	
	July 2010 - "Social business workshop" participant. Promoted by Grameen Innovation Lab and Professor Muhammad Yunus, winner of the Noble Peace Prize 2006 . IED, Barcelona.
	April 2010 - "Definición del rol del design manager" Workshop. Promoted by the talent center of the UPC and the BCD. UPC, Barcelona.
	May 2008 - Commercial spaces Design International Symposium Fenalco www.fenalco.com.co
	Sept. 2006 - Commercial spaces trends Pontificia Universidad Javeriana. Bogota, Colombia www.javeriana.edu.co
	March 2004 - How to promote a showroom? Chamber of Commerce. Bogota, Colombia www.ccb.org.co
	Spring 2000 - Columbia architecture Planning Preservation. Columbia University NY, NY, USA. Speakers: Rem Koolhaas, Bernard Tschumi, Winka Dubbeldam, Michael Sorkin. www.columbia.edu

Hobbies	Photography, riding bicycle, reading, movies.
Contests	<p>July 2009 - First place "Greening events" Workshop and contest. Scholarship for Master in Temporary Urban Design: Sustainable Events.</p> <p>Second place " A special space " Alfagres S.A</p> <p>Participant in the 13th edition from the "ides sostenibles" contest from the UPC Universitat politecnica de Catalunya</p> <p>Participant 4th edition for the on-line short videos per a responsible consumerism from the Ecology and Development Foundation. http://www.youtube.com/watch?v=dE2cQJmfYc</p>
References	Available Upon Request